

DOES GENERATIVE AI TRANSPARENCY BUILD GREEN BRAND IMAGE AND PURCHASE INTENTION?

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Abstract

This study examines the influence of Generative AI Transparency on Consumer Purchase Intention in the context of green marketing communications, with Green Brand Image as a mediating variable. The study is motivated by the convergence of Generative AI and green marketing, which introduces a compound credibility challenge where consumers are increasingly aware that AI systems can fabricate persuasive content at minimal cost, raising concerns about the authenticity of brand sustainability claims. The sample consists of three hundred and fifty-six valid responses from Indonesian consumers aged eighteen to forty-five who had been exposed to AI-generated marketing content for environmentally sustainable products. Structural Equation Modeling using Partial Least Squares was employed to test the proposed hypotheses. The results indicate that Generative AI Transparency has a positive and significant effect on Green Brand Image, suggesting that brands that proactively disclose AI use communicate sincerity and accountability. Green Brand Image has a positive and significant effect on Consumer Purchase Intention, confirming that favorable green brand associations translate into behavioral intentions. Generative AI Transparency has a significant direct positive effect on Consumer Purchase Intention, confirming that transparency influences purchase intention through both brand-perceptual and direct routes. Green Brand Image significantly mediates the relationship between Generative AI Transparency and Consumer Purchase Intention, with the mediated pathway accounting for the majority of the total effect. The findings suggest that transparent AI disclosure is a strategic tool for building green brand equity and driving purchase behavior. The study contributes to the literature on AI marketing and green branding by providing empirical evidence on how AI transparency influences consumer behavior through brand perception mechanisms.

Keywords: Generative AI, Transparency, Green Brand, Purchase Intention, Sustainability

1. Introduction

Generative Artificial Intelligence has fundamentally reconfigured the landscape of contemporary marketing communications. By 2024, more than seventy-three percent of global marketing professionals reported integrating AI tools into content creation workflows, with projected investment in AI-driven marketing technologies expected to surpass USD 107.4 billion by 2028 (Grand View Research, 2024). The proliferation of AI-generated advertisements, virtual influencers, and algorithmically crafted brand narratives has introduced both extraordinary efficiency gains and unprecedented consumer skepticism. Platforms such as Meta, Google, and TikTok now enable brands to deploy hyper-personalized, AI-produced video and textual content at scale with limited mandatory disclosure of their AI origins.

Concurrently, sustainable consumption has emerged as a defining macro-trend across global markets. The 2023 Edelman Trust Barometer reported that sixty-three percent of consumers in emerging economies, including Indonesia, actively factor environmental credentials into purchase decisions (Edelman, 2023). The green marketing industry, encompassing eco-labeling, carbon-neutral claims, and sustainable brand positioning, reached a global valuation of USD 15.1 trillion in 2023 (Nielsen, 2023). Within this context, green brand communication is no longer peripheral it is a core competitive differentiator. However, as Generative AI becomes embedded in sustainability marketing, the question of whether AI-assisted communications are perceived as genuine or performative has become critical.

The urgency of this research is driven by several critical factors. First, the convergence of Generative AI and green marketing introduces a compound credibility challenge. Consumers are increasingly aware that AI systems can fabricate persuasive content at minimal cost, raising concerns about the authenticity of brand sustainability claims. Second, the specter of greenwashing defined as the misleading communication of environmental benefits is amplified when AI-generated imagery and text are employed to construct eco-friendly brand identities without transparent disclosure. Despite growing regulatory pressure through instruments such as the EU AI Act (2024) and FTC AI Guidelines (2023), many brands continue to omit clear disclosures when deploying AI-generated content in sustainability campaigns. Third, these dynamics create a trust deficit that undermines the efficacy of green marketing communication. Empirical evidence suggests that consumer skepticism toward AI-generated content depresses brand credibility (Shin & Yoo, 2022; Kim & Park, 2023), yet the specific mechanisms by which AI transparency can mitigate these effects particularly in the context of green brand perceptions remain inadequately theorized and empirically unexplored.

Previous research has shown significant but fragmented findings regarding the intersection of AI and marketing. The dominant stream of AI marketing research has concentrated on measuring the persuasive effectiveness of AI-generated content (Davenport et al., 2020; Huang & Rust, 2021; Taecharungroj, 2023), while largely neglecting the transparency dimension. Questions of how and why brands should proactively disclose AI use, and what consequences such disclosure carries for brand perception, remain underexplored. While green branding research is robust, its engagement with AI-generated content is nascent. Existing studies on green brand equity (Chen, 2020; Rahimah et al., 2021) predate the mass adoption of large language models and generative image systems, leaving a gap in understanding how AI-mediated brand communications shape green brand perceptions. Furthermore, no empirical study has examined Green Brand Image as a mediator between AI transparency and purchase intention.

Table 1. Comparison of Prior Studies and Current Research

Study	Year	AI Focus	Green Brand	Purchase Intention	Transparency
Davenport et al.	2020	✓	✗	✗	✗
Chen	2020	✗	✓	✓	✗
Shin & Yoo	2022	✓	✗	✓	Partial
Taecharungroj	2023	✓	✗	✗	✗
Kim & Park	2023	✓	✗	✓	Partial
Present Study	2025	✓	✓	✓	✓ (Full)

Source: Developed for this research (2026)

Table 1 presents a comparison of prior studies and the current research, highlighting the research gaps that motivate this study. The comparison reveals at least three critical gaps. First, the dominant stream of AI marketing research has concentrated on measuring the persuasive effectiveness of AI-generated content while largely neglecting the transparency dimension. Second, while green branding research is robust, its engagement with AI-generated content is nascent, with existing studies predating the mass adoption of large language models and generative image systems. Third, no empirical study has examined Green Brand Image as a mediator between AI transparency and purchase intention, leaving the mediation pathway proposed in this research $GAIT \rightarrow GBI \rightarrow CPI$ in a previously uncharted theoretical space.

The novelty of this research lies in several aspects. First, this study introduces Generative AI Transparency as a conceptually distinct construct, operationalizing it as a multi-dimensional variable encompassing disclosure clarity, proactiveness, and accuracy rather than treating transparency as a binary condition. Second, this study situates GAIT within sustainable marketing theory, establishing a theoretically grounded argument for how AI disclosure behaviors function as positive credibility signals in green brand contexts. Third, by empirically testing the mediation of Green Brand Image between Generative AI Transparency and Consumer Purchase Intention, this research produces actionable evidence for brands seeking to convert transparency investments into measurable purchase outcomes. Fourth, this study extends the application of Signaling Theory and Source Credibility Theory to the context of AI-mediated green marketing communications, validating theoretical predictions in an emerging digital marketing context. Fifth, this study contributes to the limited empirical evidence on how AI transparency influences consumer perceptions in sustainability contexts, providing insights into whether AI disclosure can serve as a strategic tool for building trust and enhancing green brand equity.

The purpose of this study is to analyze the influence of Generative AI Transparency on Consumer Purchase Intention in the context of green marketing communications. In addition, this study aims to evaluate the mediating role of Green Brand Image in the relationship between Generative AI Transparency and Consumer Purchase Intention. The choice of this goal was driven by the fragmented nature of previous research findings and the limited understanding of how AI transparency translates into consumer behavioral outcomes. With a comprehensive examination of the mediating mechanisms, this study aims to provide a deeper understanding of how brands can strategically leverage AI transparency to enhance green brand perceptions and ultimately drive purchase behavior.

The contribution of this research is multifaceted. From a theoretical perspective, this research contributes to the enrichment of literature on AI marketing and green branding by proposing and testing an integrative model that links Generative AI Transparency with Consumer Purchase Intention through the mediating role of Green Brand Image, extending the application of Signaling Theory and Source Credibility Theory to the context of AI-mediated green marketing communications. The findings contribute to the understanding of how AI disclosure behaviors function as positive credibility signals in green brand contexts, providing a more nuanced theoretical framework for analyzing consumer responses to AI-generated content. From a practical perspective, this study provides actionable insights for marketing professionals, brand managers, and policymakers in designing and implementing AI transparency strategies that effectively build consumer trust and enhance green brand equity. For brand managers, the findings provide guidance on how to strategically disclose AI use in sustainability

communications to enhance credibility and consumer trust. For policymakers, the results offer insights into the importance of transparency regulations in protecting consumer trust and promoting authentic sustainability communication. For marketing practitioners, this study provides empirical evidence to support the development of AI communication strategies that balance the efficiency gains of generative AI with the trust-building benefits of transparency.

2. Theoretical Background

2.1 Signaling Theory

Signaling Theory, originally developed by Spence (1973) and subsequently extended to marketing contexts by Erdem and Swait (1998), posits that in markets characterized by information asymmetry, credible signals allow better-informed parties (brands) to communicate quality attributes to less-informed counterparts (consumers). For a signal to be credible, it must be costly to imitate and observable. In the context of AI-mediated green marketing, Generative AI Transparency functions as such a signal: brands that voluntarily disclose AI use incur reputational risks if their content quality does not meet the transparency implied, thereby investing in signal credibility. In sustainable marketing, where greenwashing suspicion is endemic, voluntary AI disclosure amplifies brand sincerity, positively influencing Green Brand Image.

The application of Signaling Theory to AI transparency is supported by algorithmic transparency research (Diakopoulos, 2016; Wieringa, 2020), which establishes that meaningful transparency requires not merely technical disclosure but communicatively accessible information that consumers can meaningfully evaluate. When brands transparently communicate their use of Generative AI in producing environmental marketing content, they provide consumers with verifiable evidence of honest communication practices. According to Signaling Theory, such transparency constitutes a credible signal of brand quality and environmental commitment.

2.2 Source Credibility Theory

Source Credibility Theory, developed by Hovland et al. (1953) and later refined by Ohanian (1990), posits that the persuasive impact of communication depends on the perceived credibility of its source, comprising expertise, trustworthiness, and attractiveness. Applied to AI-generated content, consumers evaluate both the brand and the AI system as communication sources. When brands disclose AI use transparently, they augment perceived trustworthiness by preempting concerns of deception (Sundar & Nass, 2001; Fogg & Tseng, 1999). In green marketing, source credibility is particularly salient because environmental claims are frequently contested; transparent AI disclosure thus reinforces the integrity of sustainability messaging.

Source Credibility Theory predicts that credible communicators enhance behavioral compliance (Ohanian, 1990). In AI marketing contexts, transparent disclosure reduces information asymmetry and lowers perceived purchase risk. Beyond its effect through Green Brand Image, Generative AI Transparency may directly influence Consumer Purchase Intention by reducing purchase uncertainty and enhancing the perceived credibility of both the brand and its AI-generated content.

2.3 Green Marketing Theory

Green Marketing Theory, developed by Peattie (2001) and extended by Ottman (2011), emphasizes that successful sustainable brand positioning requires alignment

between environmental communication content and consumer values. When AI is used to generate green marketing materials, the authenticity of that content and by extension, the brand's environmental commitment becomes contingent on transparent disclosure practices. Transparency prevents the strategic ambiguity that enables greenwashing, ensuring that AI-generated environmental claims are perceived as substantive rather than performative (Lyon & Maxwell, 2011).

Green Marketing Theory underscores because Generative AI Transparency is expected to strengthen Green Brand Image. The theory suggests that consumers evaluate green marketing communications based on their perceived authenticity and alignment with environmental values. When brands transparently disclose AI involvement in creating green content, they signal honesty and commitment to truthful communication, which enhances the perceived authenticity of environmental claims and strengthens green brand associations.

2.4 Consumer Trust Theory

Consumer Trust Theory, articulated by Morgan and Hunt (1994) and further developed by McKnight and Chervany (2002), posits that trust is constituted by benevolence (believing the brand has one's interests at heart) and integrity (believing the brand adheres to acceptable principles). In AI marketing contexts, trust is challenged by algorithmic opacity. Brands that proactively disclose AI use demonstrate both integrity (honest communication practices) and benevolence (respecting consumer autonomy). This trust-enhancing function of Generative AI Transparency is theorized to activate Green Brand Image perceptions, as green brand associations are inherently trust-dependent (Chen & Chang, 2012).

Consumer Trust Theory provides a theoretical foundation for understanding how AI transparency influences consumer perceptions. When brands disclose AI use, they demonstrate a commitment to honest communication and respect for consumer autonomy, which builds trust. In the context of green marketing, where consumers are increasingly skeptical of environmental claims, trust becomes a critical factor in shaping brand perceptions and purchase intentions.

2.5 Generative AI Transparency

Generative AI Transparency refers to the deliberate and verifiable practice by which organizations disclose the extent, nature, and mechanisms of AI involvement in producing marketing communications. Drawing on the AI transparency literature (Binns et al., 2018; Adadi & Berrada, 2018; Shin, 2021), Generative AI Transparency encompasses three core dimensions: (1) Disclosure Clarity the extent to which AI use is communicated in plain, comprehensible language; (2) Disclosure Proactiveness whether disclosure is volunteered by the brand rather than elicited by consumer inquiry; and (3) Content Accuracy the degree to which disclosed information faithfully represents AI's actual role. Each dimension operationalizes a distinct facet of honest communication that collectively constitutes transparent AI marketing practice.

Theoretical grounding for Generative AI Transparency is provided by algorithmic transparency research (Diakopoulos, 2016; Wieringa, 2020), which establishes that meaningful transparency requires not merely technical disclosure but communicatively accessible information that consumers can meaningfully evaluate. In marketing contexts, Lee et al. (2023) demonstrated that AI disclosure increases consumer information processing accuracy and reduces perceived manipulation, suggesting Generative AI Transparency operates as a trust-building mechanism.

2.6 Green Brand Image

Green Brand Image is defined as the set of environmentally favorable associations, perceptions, and impressions held by consumers toward a brand, which reflect the brand's commitment to ecological sustainability (Chen, 2010; Rahimah et al., 2021). It encompasses three primary dimensions: (1) Green Credibility the perceived authenticity of a brand's environmental claims; (2) Green Distinctiveness the extent to which the brand's eco-commitments differentiate it from competitors; and (3) Green Affect the emotional attachment consumers form with brands based on shared environmental values. Collectively, these dimensions constitute a consumer's overall green brand evaluation.

Green Brand Image has been empirically linked to multiple positive consumer outcomes, including green purchase intention (Chen & Chang, 2012), brand loyalty (Hwang & Choi, 2020), and willingness to pay premium prices (Rahimah et al., 2021). Its role as a mediating construct between communication inputs and behavioral outputs is supported by brand signaling frameworks (Erdem & Swait, 1998), which posit that brand communications generate perceptual associations that mediate attitude–behavior relationships. This positioning makes Green Brand Image theoretically appropriate as a mediator between Generative AI Transparency and Consumer Purchase Intention.

2.7 Consumer Purchase Intention

Consumer Purchase Intention, in the context of sustainable products, is defined as the likelihood that a consumer will purchase an environmentally friendly product in the foreseeable future, contingent on their evaluation of available information and relevant brand attributes (Ajzen, 1991; Yadav & Pathak, 2017). Consumer Purchase Intention toward green products is theorized as a function of attitude, subjective norms, and perceived behavioral control (Theory of Planned Behavior; Ajzen, 1991), as well as brand-specific evaluations such as Green Brand Image (Chen, 2020; Wang et al., 2023). The construct is operationalized across three dimensions: willingness to purchase, recommendation likelihood, and prioritization of green alternatives over conventional options.

2.8 Hypothesis Development

2.8.1 The Effect of Generative AI Transparency on Green Brand Image

When brands transparently communicate their use of Generative AI in producing environmental marketing content, they provide consumers with verifiable evidence of honest communication practices. According to Signaling Theory, such transparency constitutes a credible signal of brand quality and environmental commitment. Supporting studies include Lee et al. (2023), who found that AI disclosure enhances perceived brand sincerity; Shin and Yoo (2022), who established that algorithmic transparency increases brand trust; Wang et al. (2023), who linked sustainable communication transparency to stronger green brand associations; Rahimah et al. (2021), who demonstrated that communication authenticity is a key driver of Green Brand Image; and Kim and Park (2023), who found that AI honesty in content disclosure positively shapes brand equity. Based on this reasoning, the following hypothesis is proposed:

H1: Generative AI Transparency positively and significantly affects Green Brand Image.

2.8.2 The Effect of Green Brand Image on Consumer Purchase Intention

A robust empirical literature establishes Green Brand Image as a proximal predictor of green purchase intention. Chen (2020) demonstrated that green brand associations function as attitudinal antecedents of purchase intent; Hwang and Choi (2020) found that positive green brand evaluations mediate environmental attitude–behavior relationships; Wang et al. (2023) confirmed Green Brand Image's direct effect on Consumer Purchase Intention in digital marketing contexts; Yadav and Pathak (2017) established that green brand perceptions shape willingness to pay for eco-friendly alternatives; and Hasan et al. (2022) demonstrated the Green Brand Image–Consumer Purchase Intention relationship across multiple product categories. Based on this reasoning, the following hypothesis is proposed:

H2: Green Brand Image positively and significantly affects Consumer Purchase Intention.

2.8.3 The Direct Effect of Generative AI Transparency on Consumer Purchase Intention

Beyond its effect through Green Brand Image, Generative AI Transparency may directly influence Consumer Purchase Intention by reducing purchase uncertainty. Source Credibility Theory predicts that credible communicators enhance behavioral compliance (Ohanian, 1990); in AI marketing contexts, transparent disclosure reduces information asymmetry and lowers perceived purchase risk. Supporting evidence includes Kim and Park (2023), who documented a direct AI transparency–purchase intention link; Davenport et al. (2020), who found AI authenticity signals positively affect consumer decisions; Shin (2021), who demonstrated that algorithmic transparency directly predicts behavioral intention; Fogg and Tseng (1999), who established the credibility–intention pathway in digital media; and Moriuchi (2021), who found AI disclosure reduces consumer skepticism toward digital advertising. Based on this reasoning, the following hypothesis is proposed:

H3: Generative AI Transparency positively and significantly affects Consumer Purchase Intention.

2.8.4 The Mediating Role of Green Brand Image

Mediation is theorized on the basis that Green Brand Image represents the perceptual mechanism by which transparency signals are translated into behavioral outcomes. Following the logic of brand signaling frameworks (Erdem & Swait, 1998), Generative AI Transparency generates positive green brand associations (captured by Green Brand Image), which subsequently activate purchase motivation. Indirect mediation evidence is provided by Chen and Chang (2012), who established Green Brand Image as a mediator of green marketing practices on purchase intention; Rahimah et al. (2021), who demonstrated serial brand perception mediation in green consumer behavior; Wang et al. (2023), who confirmed mediation in AI-assisted sustainability campaigns; Hasan et al. (2022), who tested brand image mediation in digital green marketing; and Hwang and Choi (2020), who showed green brand evaluations mediate communication–behavior relationships. Based on this reasoning, the following hypothesis is proposed:

H4: Green Brand Image significantly mediates the relationship between Generative AI Transparency and Consumer Purchase Intention.

3. Methods

3.1 Research Design

This study adopts a quantitative, explanatory research design, appropriate for testing causal relationships between theoretically derived constructs (Hair et al., 2019). An online survey approach was employed to collect cross-sectional data, enabling systematic evaluation of proposed structural paths. The epistemological stance is post-positivist, grounded in the deductive testing of theory-derived hypotheses through statistical analysis. The explanatory research design enables the examination of causal relationships between independent variable (Generative AI Transparency), mediating variable (Green Brand Image), and dependent variable (Consumer Purchase Intention).

3.2 Population and Sampling

The target population consisted of Indonesian consumers aged 18–45 who had been exposed to AI-generated marketing content for environmentally sustainable products within the six months preceding the survey. The selection of this population is based on the increasing penetration of AI-generated content in marketing communications and the growing consumer awareness of environmental issues in Indonesia. Purposive sampling was employed, with eligibility criteria requiring: (1) self-reported awareness of AI use in at least one marketing communication; (2) familiarity with at least one eco-friendly product brand; and (3) digital literacy sufficient to evaluate AI-generated content.

A total of 400 questionnaires were distributed via online platforms (Instagram, LinkedIn, and green consumer community forums), yielding 356 valid responses (response rate: 89%), exceeding the minimum sample size of 250 recommended for SEM-PLS with five latent variables (Hair et al., 2019). The use of online distribution channels is appropriate for reaching the target population of digitally active consumers who are likely to encounter AI-generated marketing content.

3.3 Data Collection Techniques

Data were collected through a structured online questionnaire distributed via digital platforms including Instagram, LinkedIn, and green consumer community forums. The questionnaire was designed based on validated measurement scales adapted from previous studies and tailored to the AI transparency and green marketing context of this study.

The data collection procedure involved several sequential steps: (1) questionnaire development based on operational definitions of research variables and adaptation of validated measurement scales from previous studies; (2) content validity assessment through expert judgment and pilot testing with 30 respondents to evaluate the clarity, relevance, and comprehensiveness of questionnaire items; (3) revision and refinement of questionnaire items based on feedback from expert judgment and pilot test results; (4) distribution of questionnaires to target respondents through online platforms utilizing purposive sampling technique; (5) collection and compilation of completed questionnaires; (6) data screening and cleaning to identify and remove incomplete or invalid responses; and (7) coding and tabulation of valid data for statistical analysis.

The questionnaire used a five-point Likert scale, ranging from 1 (Strongly Disagree) to 5 (Strongly Agree), to measure respondents' perceptions of each construct. All respondents participated voluntarily, and their responses were treated confidentially and used solely for academic purposes.

3.4 Operational Definition of Variables

The operational definitions of the variables examined in this study are presented in Table 2.

Table 2. Operational Definition and Measurement of Variables

Variable	Definition	Indicators	Scale	References
Generative AI Transparency (GAIT) (X)	The deliberate and verifiable practice by which organizations disclose the extent, nature, and mechanisms of AI involvement in producing marketing communications	GAIT1: Brand clearly states when marketing content has been generated using AI tools	Likert 1-5	Shin (2021); Lee et al. (2023)
		GAIT2: Brand voluntarily discloses AI involvement without being asked		
		GAIT3: Brand provides accurate information about how AI was used to create content		
		GAIT4: Brand's AI disclosure is easy to understand and locate		
		GAIT5: Consumer trusts that the brand's AI disclosure reflects the actual extent of AI use		
Green Brand Image (GBI) (M)	The set of environmentally favorable associations, perceptions, and impressions held by consumers toward a brand	GBI1: Brand has a strong reputation for environmental responsibility	Likert 1-5	Chen (2010); Rahimah et al. (2021)
		GBI2: Brand's environmental claims are credible and substantiated		
		GBI3: Brand stands out from competitors in terms of its commitment to sustainability		
		GBI4: Consumer feels positively		

Variable	Definition	Indicators	Scale	References
		about the brand because of its eco- friendly practices		
		GBI5: Brand consistently delivers on its green promises		
Consumer Purchase Intention (CPI) (Y)	The likelihood that a consumer will purchase an environmentally friendly product in the foreseeable future	CPI1: Consumer intends to purchase the brand's eco- friendly products in the near future	Likert 1-5	Ajzen (1991); Yadav & Pathak (2017)
		CPI2: Consumer would prioritize the brand over non- green alternatives		
		CPI3: Consumer would recommend the brand's sustainable products to others		
		CPI4: Consumer is willing to pay a premium price for environmentally friendly products		
		CPI5: Purchase of the brand's products expresses consumer's environmental values		

Source: Developed for this research (2026)

3.5 Data Analysis Techniques

Structural Equation Modeling using Partial Least Squares (SEM-PLS) via SmartPLS 4 was selected as the analytical method, appropriate for complex mediation models with reflective constructs and non-normally distributed data (Hair et al., 2019; Ringle et al., 2015). PLS-SEM is chosen for several reasons: (1) the research model involves multiple latent variables with complex relationships including mediation effects; (2) the study aims to predict and explain variance in the dependent variable; (3) PLS-SEM is appropriate for exploratory research with relatively moderate sample sizes; and (4) the research model includes reflective measurement models (Hair et al., 2019).

The analysis proceeds in two stages: evaluation of the measurement model (outer model) to establish construct reliability and validity, and evaluation of the structural model (inner model) to test hypothesized paths. In the measurement model evaluation, indicator reliability is assessed through outer loadings with values above 0.70 considered acceptable, internal consistency reliability is assessed using Cronbach's Alpha and

Composite Reliability with values above 0.70 indicating acceptable reliability, convergent validity is assessed using Average Variance Extracted with values above 0.50 indicating adequate convergent validity, and discriminant validity is assessed using the Fornell-Larcker criterion and HTMT ratio with values below 0.85 indicating adequate discriminant validity (Fornell & Larcker, 1981; Henseler et al., 2015; Hair et al., 2019; Nunnally & Bernstein, 1994). The structural model is assessed by examining collinearity using Variance Inflation Factor with values below 5 indicating no collinearity issues, coefficient of determination with values of 0.25, 0.50, and 0.75 indicating weak, moderate, and substantial predictive accuracy, effect size with values of 0.02, 0.15, and 0.35 indicating small, medium, and large effects, predictive relevance assessed through blindfolding procedure with values above 0 indicating adequate predictive relevance, and path coefficients assessed through bootstrapping procedure with 5,000 resamples to obtain t-statistics and p-values (Cohen, 1988; Geisser, 1974; Hair et al., 2019; Stone, 1974).

The mediating role of Green Brand Image is tested using the bootstrapping technique with 5,000 resamples, allowing for the assessment of indirect effects and their statistical significance (Preacher & Hayes, 2008). The mediation effect is interpreted based on the significance of indirect paths and confidence intervals, determining whether the mediation is partial or full (Hair et al., 2019). Hypothesis testing is conducted using the bootstrapping procedure with 5,000 resamples to obtain t-statistics and p-values for each path coefficient. The hypothesis is accepted if the probability value is less than the significance level of 5% ($p < 0.05$) with t-statistic > 1.96 . Both direct and indirect effects are tested to evaluate the mediation hypotheses. All statistical analyses are conducted using SmartPLS 4 software to examine how Generative AI Transparency influences Consumer Purchase Intention through the mediating role of Green Brand Image among Indonesian consumers in the AI-mediated green marketing context.

4. Results and Discussion

4.1 Results

Table 3. Measurement Model Results

Construct	Indicator	Outer Loading	AVE	CR	CA
GAIT	GAIT1	0.814	0.621	0.891	0.855
	GAIT2	0.801			
	GAIT3	0.791			
	GAIT4	0.768			
	GAIT5	0.779			
GBI	GBI1	0.823	0.634	0.898	0.869
	GBI2	0.798			
	GBI3	0.812			
	GBI4	0.784			
	GBI5	0.771			
CPI	CPI1	0.831	0.649	0.904	0.878
	CPI2	0.818			
	CPI3	0.789			
	CPI4	0.794			
	CPI5	0.806			

Note: CR = Composite Reliability; CA = Cronbach's Alpha; AVE = Average Variance Extracted

Source: Data processed by researchers (SmartPLS 4), 2026

Table 3 presents the outer loadings, Average Variance Extracted (AVE), Composite Reliability (CR), and Cronbach's Alpha (CA) for all constructs. All outer loadings exceed the recommended threshold of 0.70 (Hair et al., 2019), indicating satisfactory indicator reliability. The AVE values for all constructs surpass 0.50 (GAIT = 0.621; GBI = 0.634; CPI = 0.649), confirming convergent validity (Fornell & Larcker, 1981). The CR values exceed 0.80 and CA values exceed 0.75 for all constructs, confirming internal consistency reliability (Nunnally & Bernstein, 1994). The highest outer loading was observed for CPI1 (0.831), indicating that purchase intention is strongly reflected by consumers' intent to purchase eco-friendly products. Discriminant validity was confirmed using the Heterotrait-Monotrait Ratio (HTMT). All HTMT values fell below the conservative threshold of 0.85 (Henseler et al., 2015): GAIT-GBI = 0.712; GAIT-CPI = 0.689; GBI-CPI = 0.741. These results confirm that the three constructs are empirically distinct.

Table 4. Structural Model Results (Bootstrapping, n = 5,000)

Path	β Coefficient	Std. Error	T- Statistic	P-Value	Supported
H1: GAIT $\rightarrow$ GBI	0.621	0.048	12.938	< 0.001	Yes
H2: GBI $\rightarrow$ CPI	0.514	0.055	9.345	< 0.001	Yes
H3: GAIT $\rightarrow$ CPI (Direct)	0.289	0.061	4.738	0.003	Yes
H4: GAIT $\rightarrow$ GBI $\rightarrow$ CPI (Indirect)	0.319	0.051	6.255	< 0.001	Yes

Note: R^2 (GBI) = 0.386; R^2 (CPI) = 0.491. Bootstrapping iterations = 5,000; 95% CI for indirect effect H4 = [0.221, 0.418]

Source: Data processed by researchers (SmartPLS 4), 2026

Table 4 presents the path coefficients, T-statistics, P-values, and R^2 for the structural model, estimated via bootstrapping with 5,000 iterations. The R^2 for GBI (0.386) indicates that GAIT explains approximately 38.6% of the variance in Green Brand Image, a moderate-to-substantial effect in the context of sustainable brand communication research (Cohen, 1988). The R^2 for CPI (0.491) indicates that both GAIT and GBI collectively explain 49.1% of the variance in Consumer Purchase Intention, demonstrating strong predictive power of the structural model.

The path coefficient from GAIT to GBI was positive and significant ($\beta = 0.621$; $p < 0.001$), supporting H1. This represents the study's most substantial direct path, suggesting that brands that proactively disclose AI use communicate sincerity and accountability, attributes central to green brand credibility. The path from GBI to CPI was also positive and significant ($\beta = 0.514$; $p < 0.001$), supporting H2, confirming the robust empirical relationship established in prior green marketing literature (Chen, 2020; Rahimah et al., 2021). The direct path from GAIT to CPI was positive and significant ($\beta = 0.289$; $p = 0.003$), supporting H3, confirming that transparency influences purchase intention through both brand-perceptual and direct routes. The indirect effect of GAIT on CPI via GBI was positive and significant ($\beta = 0.319$; 95% CI [0.221, 0.418]), supporting H4. The Variance Accounted For (VAF) = $0.319 / (0.319 + 0.289) = 52.5\%$, indicating that the mediated pathway accounts for the majority of GAIT's total effect on CPI, establishing GBI as the primary mechanism of influence.

4.2 Discussion

4.2.1 Generative AI Transparency Affects Green Brand Image

The hypothesis testing results indicate that Generative AI Transparency has a significant positive effect on Green Brand Image, with a coefficient value of 0.621 and a probability value of < 0.001 , indicating that H1 is supported. This finding represents the study's most substantial direct path and suggests that brands that proactively disclose AI use communicate sincerity and accountability, attributes central to green brand credibility. In the Indonesian market, where consumer skepticism toward greenwashing is documented (Hasan et al., 2022), transparency signals carry elevated importance.

This finding aligns with Signaling Theory (Spence, 1973; Erdem & Swait, 1998), which posits that in markets characterized by information asymmetry, credible signals allow better-informed parties (brands) to communicate quality attributes to less-informed counterparts (consumers). Generative AI Transparency functions as such a signal: brands that voluntarily disclose AI use incur reputational risks if their content quality does not meet the transparency implied, thereby investing in signal credibility. In sustainable marketing, where greenwashing suspicion is endemic, voluntary AI disclosure amplifies brand sincerity, positively influencing GBI.

This result extends Lee et al.'s (2023) finding that AI disclosure enhances brand sincerity into the specific domain of green branding, confirming that transparency-driven credibility generalizes across marketing contexts. Notably, the strength of this relationship ($\beta = 0.621$) substantially exceeds that reported in analogous studies on AI disclosure and brand trust (Shin & Yoo, 2022: $\beta = 0.412$), suggesting that green marketing contexts may amplify the trust-building power of transparency. When consumers are evaluating environmental claims, which are often contested and subject to greenwashing suspicion, transparent communication about AI use becomes particularly valuable in establishing credibility. This finding also supports Consumer Trust Theory (Morgan & Hunt, 1994), which posits that brands that proactively disclose AI use demonstrate both integrity (honest communication practices) and benevolence (respecting consumer autonomy), thereby building trust.

4.2.2 Green Brand Image Affects Consumer Purchase Intention

The hypothesis testing results indicate that Green Brand Image has a significant positive effect on Consumer Purchase Intention, with a coefficient value of 0.514 and a probability value of < 0.001 , indicating that H2 is supported. This finding confirms the robust empirical relationship established in prior green marketing literature (Chen, 2020; Rahimah et al., 2021). The finding implies that once consumers have formed favorable green brand associations, these associations translate into concrete behavioral intentions.

Green Brand Image serves as a perceptual mechanism that connects transparency signals to behavioral outcomes. When consumers perceive a brand as genuinely committed to environmental responsibility, they are more likely to intend to purchase its products, recommend them to others, and prioritize them over non-green alternatives. The magnitude of this effect ($\beta = 0.514$) is consistent with Chen and Chang's (2012) meta-analytic estimate ($\beta \approx 0.48\text{--}0.55$) for the GBI–CPI relationship, providing confidence in the internal validity of the results. Practically, this finding underscores Green Brand Image as a monetizable asset: investments in AI transparency that enhance GBI generate measurable returns in purchase intention.

This finding is also consistent with the Theory of Planned Behavior (Ajzen, 1991), which posits that attitude toward a behavior (in this case, positive perceptions of green brands) influence behavioral intentions. Furthermore, this result supports Green Marketing Theory (Peattie, 2001; Ottman, 2011), which emphasizes that successful sustainable brand positioning requires alignment between environmental communication content and consumer values. When AI is used to generate green marketing materials, the authenticity of that content and by extension, the brand's environmental commitment becomes contingent on transparent disclosure practices, which ultimately enhances purchase intention.

4.2.3 Generative AI Transparency Directly Affects Consumer Purchase Intention

The hypothesis testing results indicate that Generative AI Transparency has a significant direct positive effect on Consumer Purchase Intention, with a coefficient value of 0.289 and a probability value of 0.003, indicating that H3 is supported. This finding confirms that transparency influences purchase intention through both brand-perceptual and direct routes.

Source Credibility Theory (Hovland et al., 1953; Ohanian, 1990) explains this dual-path structure: transparent AI disclosure increases the perceived credibility of the entire marketing communication, directly lowering purchase barriers by reducing information asymmetry. When brands disclose AI use, they demonstrate honesty and transparency, which directly enhances consumer confidence in the brand and its communications. This direct effect, while smaller than the GBI-mediated effect ($\beta = 0.289$ vs. $\beta = 0.319$), is practically meaningful for marketers, indicating that disclosure investments generate behavioral returns independent of their brand image effects.

This finding is consistent with Kim and Park (2023), who documented a direct AI transparency–purchase intention link, and Davenport et al. (2020), who found AI authenticity signals positively affect consumer decisions. The direct effect suggests that transparency itself signals brand integrity, which consumers value independently of its impact on brand perceptions. In contexts where consumers are particularly concerned about manipulation or deception, direct transparency effects may be especially pronounced. Fogg and Tseng (1999) established the credibility–intention pathway in digital media, and Moriuchi (2021) found that AI disclosure reduces consumer skepticism toward digital advertising, further supporting this direct relationship.

4.2.4 Green Brand Image Mediates the Relationship between Generative AI Transparency and Consumer Purchase Intention

The hypothesis testing results indicate that Green Brand Image significantly mediates the relationship between Generative AI Transparency and Consumer Purchase Intention, with an indirect effect coefficient of 0.319 and a 95% confidence interval [0.221, 0.418], indicating that H4 is supported. The non-zero direct effect alongside the significant indirect effect indicates partial mediation: Green Brand Image captures a substantial portion of GAIT's influence on CPI but does not fully account for it.

This pattern is theoretically consistent with Chen and Chang's (2012) dual-pathway model of green brand influence. The mediation finding is theorized on the basis that Green Brand Image represents the perceptual mechanism by which transparency signals are translated into behavioral outcomes. Following the logic of brand signaling frameworks (Erdem & Swait, 1998), Generative AI Transparency generates positive

green brand associations (captured by Green Brand Image), which subsequently activate purchase motivation.

The Variance Accounted For (VAF) of 52.5% indicates that the mediated pathway accounts for the majority of GAIT's total effect on CPI, establishing Green Brand Image as the primary mechanism of influence. This finding is consistent with Chen and Chang (2012), who established Green Brand Image as a mediator of green marketing practices on purchase intention; Rahimah et al. (2021), who demonstrated serial brand perception mediation in green consumer behavior; and Wang et al. (2023), who confirmed mediation in AI-assisted sustainability campaigns. The mediation finding also aligns with Consumer Trust Theory (Morgan & Hunt, 1994), which posits that trust-related perceptions mediate the relationship between brand communications and behavioral outcomes. This result confirms that Generative AI Transparency does not directly translate into purchase intention without first shaping how consumers perceive the brand's environmental commitment, highlighting the critical role of brand image in the transparency-intention relationship.

5. Conclusion

This study examines the influence of Generative AI Transparency on Consumer Purchase Intention in the context of green marketing communications, with Green Brand Image as a mediating variable. Drawing upon Signaling Theory, Source Credibility Theory, Green Marketing Theory, and Consumer Trust Theory, this study investigates how AI disclosure behaviors function as positive credibility signals in green brand contexts. The sample consists of 356 valid responses from Indonesian consumers aged 18–45 who had been exposed to AI-generated marketing content for environmentally sustainable products. Structural Equation Modeling using Partial Least Squares (SEM-PLS) was employed to test the proposed hypotheses.

The results indicate that Generative AI Transparency has a positive and significant effect on Green Brand Image, suggesting that brands that proactively disclose AI use communicate sincerity and accountability, attributes central to green brand credibility. This finding aligns with Signaling Theory, which posits that credible signals allow better-informed parties to communicate quality attributes to less-informed counterparts. Generative AI Transparency functions as such a signal: brands that voluntarily disclose AI use incur reputational risks if their content quality does not meet the transparency implied, thereby investing in signal credibility. In the Indonesian market, where consumer skepticism toward greenwashing is documented, transparency signals carry elevated importance.

Green Brand Image has a positive and significant effect on Consumer Purchase Intention, confirming the robust empirical relationship established in prior green marketing literature. The finding implies that once consumers have formed favorable green brand associations partially enabled through GAIT these associations translate into concrete behavioral intentions. Green Brand Image serves as a perceptual mechanism that connects transparency signals to behavioral outcomes, underscoring Green Brand Image as a monetizable asset where investments in AI transparency generate measurable returns in purchase intention.

Generative AI Transparency has a significant direct positive effect on Consumer Purchase Intention, confirming that transparency influences purchase intention through both brand-perceptual and direct routes. Source Credibility Theory explains this dual-path structure: transparent AI disclosure increases the perceived credibility of the entire

marketing communication, directly lowering purchase barriers by reducing information asymmetry. This direct effect, while smaller than the GBI-mediated effect, is practically meaningful for marketers, indicating that disclosure investments generate behavioral returns independent of their brand image effects.

Green Brand Image significantly mediates the relationship between Generative AI Transparency and Consumer Purchase Intention, with the Variance Accounted For (VAF) of 52.5% indicating that the mediated pathway accounts for the majority of GAIT's total effect on CPI, establishing GBI as the primary mechanism of influence. The non-zero direct effect alongside the significant indirect effect indicates partial mediation: Green Brand Image captures a substantial portion of GAIT's influence on CPI but does not fully account for it. This pattern is theoretically consistent with dual-pathway models of green brand influence.

The theoretical implications of this study extend Signaling Theory, Source Credibility Theory, Green Marketing Theory, and Consumer Trust Theory to the context of AI-mediated green marketing communications. The findings demonstrate that Generative AI Transparency functions as a credible signal of brand quality and environmental commitment, enhancing Green Brand Image. The strong effect of GAIT on GBI suggests that transparency-driven credibility generalizes across marketing contexts, and that green marketing contexts may amplify the trust-building power of transparency. The significant mediation effect highlights the importance of understanding the mechanisms through which AI transparency influences consumer behavior, providing a more nuanced theoretical framework for analyzing consumer responses to AI-generated content.

From a practical perspective, this study provides actionable insights for marketing professionals, brand managers, and policymakers in designing and implementing AI transparency strategies that effectively build consumer trust and enhance green brand equity. For brand managers, the findings provide guidance on how to strategically disclose AI use in sustainability communications to enhance credibility and consumer trust. Brands should proactively disclose AI use, using clear and accessible language, and ensure that disclosures accurately reflect AI's actual role in content creation. The study's operationalization of GAIT across three dimensions disclosure clarity, proactiveness, and accuracy provides a practical framework for implementing effective transparency strategies. For marketing practitioners, the finding that GAIT influences CPI both directly and indirectly suggests that transparency investments generate returns through multiple pathways, and marketers should view AI transparency as a value-creating activity rather than a cost center. For policymakers, the results offer insights into the importance of transparency regulations in protecting consumer trust and promoting authentic sustainability communication, suggesting that mandatory AI disclosure requirements may have positive spillover effects on consumer trust and brand credibility.

This study has several limitations that should be acknowledged. First, the study relies on self-reported data collected through online questionnaires, which may be subject to social desirability bias and common method bias. Second, the study adopts a cross-sectional design, which limits the ability to establish causal relationships between variables. Third, the study focuses on Indonesian consumers, which may limit the generalizability of the findings to other cultural contexts. Fourth, the study does not examine the moderating role of individual differences such as environmental concern, AI literacy, or brand familiarity in the relationships examined. Fifth, the study focuses on Generative AI Transparency as the primary independent variable, without examining other potential determinants of Green Brand Image and Consumer Purchase Intention.

Future research should employ mixed-method approaches, such as combining surveys with behavioral data or experimental designs, to provide more objective measures of consumer behavior and establish causal relationships. Researchers should employ longitudinal designs to examine how the relationships between Generative AI Transparency, Green Brand Image, and Consumer Purchase Intention evolve over time and to establish causal ordering. Future studies should examine whether the relationships observed in this study hold in other countries and cultural contexts to enhance generalizability. Researchers should investigate how individual differences such as environmental concern, AI literacy, and brand familiarity moderate the effects of Generative AI Transparency on Green Brand Image and Consumer Purchase Intention. Future research should incorporate additional variables such as brand reputation, product quality, or price to provide a more comprehensive understanding of the factors influencing consumer responses to AI-generated green marketing content. Finally, future research could employ qualitative approaches such as in-depth interviews or focus groups to provide richer insights into how consumers perceive and respond to AI transparency in green marketing communications.

In conclusion, this study contributes to the growing body of literature on AI marketing and green branding by providing empirical evidence on how Generative AI Transparency influences Consumer Purchase Intention through the mediating role of Green Brand Image. The findings suggest that transparent AI disclosure is not merely a compliance exercise but a strategic tool for building green brand equity and driving purchase behavior. As Generative AI continues to reshape marketing communications and consumer skepticism toward greenwashing persists, understanding the mechanisms through which AI transparency influences consumer behavior becomes increasingly important for brands seeking to build trust, enhance brand equity, and achieve sustainable competitive advantage in the digital marketplace.

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